

Bachelor of Communication – PR Major (revised) – Pathway for 2012, 2nd years

		BACHELOR OF COMMUNICATION PROGRAM 80 Units	MAJORS: PUBLIC RELATIONS, 80 Units	ELECTIVES any available course 80 units
1000 level (Yr 1)				
2011	SEM 1 = 40 UNITS ----- SEM 2 = 40 UNITS TOTAL = 80 UNIT	CMNS 1234 Intro to Communication Theory (core) Sem1 CMNS 1230 Foundations of Media Production (core) Sem 1 ----- CMNS 1000 Intro to Digital Communication (core) Sem 2	CMNS1090 Intro to Prof Writing (compulsory) ----- CMNS1290 Introduction to PR(compulsory)	IRHR1001 Managing the Organisation (was compulsory in original PR Major) (1 X 10 UNIT) ----- 2 X 10 UNIT
2000 level (Yr 2)				
2012	SEM 1 = 40 UNITS ----- SEM 2 = 40 UNITS TOTAL = 160	CMNS2600 Audience Studies (core) Sem 1 FMCS2000 Media Practices and Structures (core) Sem 1 ----- CMNS2720 Media Law Ethics (core) Sem 2	CMNS3480 Editing Multi Media Publications (compulsory) will count as CMNS2500 Developing Multi Media Publications ----- CMNS2710 PR Writing (compulsory)	CMNS1090 Intro to Prof Writing (compulsory for revised PR Major) (1 x 10 UNIT) ----- 2 X 10 UNITS
3000 level (Yr 3)				
2013	SEM 1 = 40 UNITS ----- SEM 2 = 40 UNITS TOTAL = 240 UNIT	CMNS3270 Communication and Discourse (core) Sem 1 ----- CMNS3310 Communication, Creativity and Cultural Production (core) Sem 2 TOTAL = 80 UNITS	CMNS Public Affairs (compulsory) CMNS Public Relations Strategy (compulsory) ----- CMNS Advanced PR (compulsory) CMNS3540 Public Relations Campaigns (compulsory) TOTAL = 80 UNITS	CMNS3320 International Media Studies must be taken if not taking CMNS3500 in sem 2. (1 x 10 UNITS) ----- CMNS3500 Communication Prof Placement (suggested) (1 X 10 UNIT) TOTAL = 80 UNITS

INFORMATION FOR PR MAJOR STUDENTS CURRENTLY IN FIRST YEAR

From 2012, we will be implementing the new Public Relation major. This will mean that your degree will be in line with the accreditation guidelines for public relations degrees set down by the Public Relations Institute of Australia.

So what does this mean for you?

By the time you go into second year you should have completed

CMNS1290 Introduction to Public Relations (Sem2/2011)

IRHR1001 Managing the Organisation (no longer part of the major from 2012)

Hopefully, you've followed the pathways documents and also completed CMNS 1090 Introduction to Professional Writing (if not you'll need to pick up as an elective in second year Sem 1)

Going into second year in 2012, you'll need to take the following courses:

CMNS3480 Editing Multimedia Communication (SEM1/2012) (this counts towards the new major in 2012 but from 2013 the course will be replaced by CMNS2500 Developing Multimedia Communication) – the fact that this is a 3000 level course should not be of concern as all students enter with the presumed knowledge from your 1st year core subjects.

CMNS2710 Public Relations Writing (SEM2/2012)

Going into third year in 2013, you'll need to take the following courses:

CMNS3530 Public Relations Strategy (new)(SEM1/2013)

CMNS3520 Public Affairs and Communication (SEM1/2013)

CMNS3540 Public Relations Campaigns (new) (SEM2/2013)

CMNS3510 Advanced Public Relations Studies(SEM2/2013)

PLEASE NOTE: From 2013 CMNS3500 Communication Professional Placement is no longer part of the Public Relations Major but can be picked up as an elective – this is highly recommended in the final semester of the degree.

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